

## ABSTRACT

[Abstract]

The present invention is to provide mobile terminal apparatus capable of suppressing occurrence of noise while  
5 keeping required display capacity in accordance with the operation condition of the apparatus.

A control portion 16 and a display portion controller 19 control driving of a display portion 20 comprised of a liquid crystal display unit, and change the driving operation such  
10 as a drive system, a driving frequency, etc. into a suitable driving condition in accordance with the operation condition of the apparatus. For example, driving operation giving priority to the image quality of an image displayed on the display  
portion 20 is performed using sequential scanning drive such  
15 as one-line inversion drive when a movie is displayed in a camera operation mode or the like. Thus, visibility is improved. In another operation mode such as a voice call mode, driving operation giving priority to the acoustic characteristic is performed using interlaced scanning drive such as interlace  
20 drive so as to suppress noise caused by the display portion 20. Thus, a good use environment is secured.